develop INSIDER

amiqus

About Amiqus

Over the past nine years **Amiqus** has become firmly established as a top five games recruiter in Europe.

Amiqus was originally established as a technology focused recruitment consultancy known as Alexander Mann Technology. We have been operating in the recruitment industry since 1987.

In 2000 we built on our Technology sector knowledge with the addition of a video games specialist division, followed in 2008 by our eGaming sector and finally complemented by a Central Services Division which recruits across all our clients for HR, Finance and Procurement professionals.

The first 12 months of video games specialism in 2000 was focused on the UK market in the North West of England and our reputation began to grow.

We had developed many strong relationships with clients across the region including Acclaim, Rage Studios and Runecraft.

By 2003 due to a number of high profile studio closures in the North, Amiqus expanded the team and the geographical focus to include clients such as Lionhead, Codemasters and EA.

Since then, we have been acknowledged by the wider games industry as a finalist in the recruitment category of the Develop Industry Awards for Excellence for the past five years. We are the only recruitment agency in the UK with a recognised specialism in the games industry that can offer permanent recruitment, a full contractor solution including all back office functions and Managed Service Offerings to our Clients together with a dedicated recruitment service across head office functions of a Games Customer such as IT, HR and Finance.

Amiqus' structure and size allows all clients and candidates to receive a professional, personal, tailored and proactive service from us. We look to deal with those clients who value our service and work positively with us to bring great talent into their businesses.

Amiqus has 24 employees, with an annual turnover in excess of £12m.

Meet the team

Liz Prince

Liz is the Business Manager responsible for all aspects of Amiqus' operations including the strategic direction, business development and people of the company. A graduate in computer science, Liz moved into the technology recruitment sector 15 years ago having spent four years in the IT industry as an analyst/programmer. She sets and upholds the standard in Amiqus for the highest quality and integrity of service to clients and candidates.

"Amiqus' reputation is key to our ongoing success, the feedback I receive when meeting Clients is that we add real value to the bottom line and are considered a trusted partner to the business. Our challenge to ensure we raise the bar in our industry is one which we strive hard to meet and exceed."

Stig Strand

Stig originally set up and now leads Amiqus' video games practice. He is responsible for the growth and development of the client base and the Amiqus team in this sector. He specialises in the search and selection of experienced and senior level staff within all disciplines in the games, TV and film sectors and manages the day to day running of the games recruitment team. Stig is now looking to further develop the Amiqus Games business by developing more relationships with overseas developers.

"Working in a sector I've grown up with has been a dream come true and the team of consultants we have built are truly dedicated to delivering the best solution for both client and candidate which makes my role a pleasure to be in."

Pete Leonard

Pete began his recruitment career in the Industrial sector. He joined Amiqus in 2004 as a games resourcer and has eight years recruitment experience in total with five of these being spent at Amiqus. Now principal consultant, he works with Stig on the development of the games business, assisting the team with account management, client strategy, and of course candidate sourcing. He is also account manager for a number of Amiqus' key accounts.

"My favourite part of this role is the industry we work in – it's a market I have always wanted to be part of. Being in a position to talk to the people that make the games is, for me, the best bit!"

Adnan Rafiq

Adnan joined Amiqus in 2006 and is a consultant on the games team. He specialises in attracting and delivering great talent to a number of triple-A games studios across UK/Europe, Canada, US, and Asia. He has made a number of recent key hires in the art team for Rocksteady in London to assist with existing and new IP.

"I'm working with a team of professionals who drive each other and help you to get the best out of you. It's an awesome and fun place to work with good mentorship and guidance from my peers."

Adrian Smith

Consultant Ade joined Amiqus in March 2007. He works on behalf of studios across the UK including Bizarre Creations, TT-Fusion, Midway and Black Rock Studios, amongst others. He has successfully placed great candidates in programming, art, production and design. He has helped people take their first step into the industry and has also worked with seasoned industry professionals to make their next important move.

"My role at Amiqus is one of the best I have worked in. Each day holds new challenges for me and I'm looking forward to broadening my already expanding network of contacts within the industry and helping many more people to secure their next position in games."

Jonathan Darbyshire

Jonathan originally joined Amiqus in November 2001, working his way up from office manager to working in the contract market. At the end of 2006 he extended his experience from contract recruitment into permanent recruitment, becoming account manager for a large client with locations across the UK. He now runs multiple games accounts and says his passion for games has helped complement his knowledge of the recruitment business.

"The greatest satisfaction for me is dealing with different people every day. The games industry is very niche, so the service we provide is absolutely paramount to the role. We are a hard working team here and together we find solutions to any challenge thrown at us and therefore the culture, atmosphere and general banter is always very good."

Lorraine Kennerly

Working alongside the principal consultants, Lorraine specialises in sourcing candidates across all areas of games. Lorraine also recently ran a graduates campaign for a key client, offering advice to those who are relatively new to the industry and ensuring their applications and portfolio work were effective. She also has a special interest in the Canadian market, having spent 12 years of her life in Toronto.

"The best thing about recruitment for me is getting to know my candidates and clients and being able to find that perfect match. As for the rest of the games team, I couldn't wish to work with a better bunch of people – not only are they dedicated professionals of the highest integrity who always make time for their team mates; they have a wealth of industry knowledge and are always committed and focused on delivering high-quality service to both their candidates and clients."

The Amiqus Difference

Amiqus' Liz Prince & Stig Strand explain exactly why their team is a cut about the rest...

What makes Amiqus different from all the other recruitment agencies out there?

Simply put – our approach. Candidates will find the relationship with an Amiqus consultant is more like that of having an agent. We go against the grain by building a relationship first and then making applications, not the other way around. Our consultants provide confidential support and assistance to those searching for their next career move with the highest level of integrity, helping them to choose the opportunities and positions which are best suited for their requirements and career development.

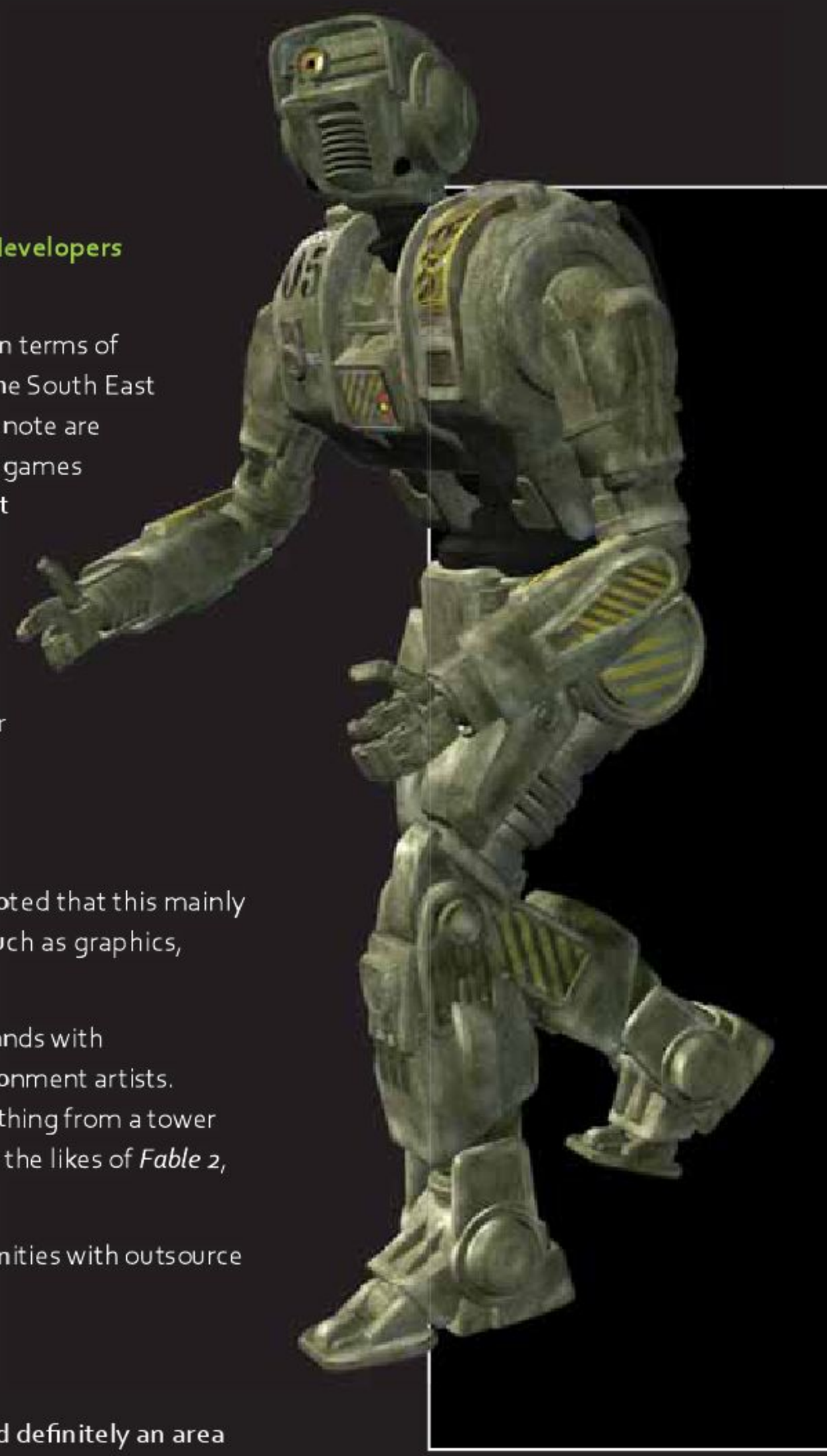
Amiqus values long term relationships; it's not about the 'quick win'. It's our job and our passion to help people get the role they want in their games career. The same goes for our clients – we have great relationships in the industry. We understand that both candidates and clients have a right to expect the recruitment partner they work with to provide them with expert knowledge and advice during the recruitment process, making sure that they are guided through each step and giving them feedback along the way.

All of us in the Amiqus team work to high standards at all times and the testimonials we receive (*see pages 6 & 7*) suggest that people who know us judge us positively as surpassing the norm. We have built our business on integrity, quality and exceptional sector knowledge. We take a professional approach to what we do. Amiqus are an active member of APSCo who, as the trade association for the professional recruitment sector provides a benchmark for quality and best practice. All companies applying for membership are highly vetted by APSCo through 20 client references about the business, ethics and adherence to code of conduct principles. This level of commitment to high standards enables the Amiqus approach and reputation to continue to grow positively in the industry.

The economic climate has put pressure on employment. What's your view on this situation?

Inevitably the downturn is having some effect on the industry – there have been some studio closures and increased risk for some businesses. However for others there are no doubt opportunities to benefit from the current climate. There have been a number of new studios created and there are studios that are still expanding and thriving at this time and are in fact recruiting aggressively.

As a backdrop, in 2009 video games have proven themselves as the stand-out performer in a weak retail environment, enjoying explosive growth at odds with other sectors. When this upsurge is over, the industry will find itself a more significant contributor to the world's economy.



Geographically, where are there good opportunities for games developers at the moment?

In terms of the UK, the largest region with the most opportunities in terms of both established companies and new start-ups are to be found in the South East of England, primarily Surrey, London, and Brighton. Other areas of note are Liverpool and Birmingham as, whilst not as large as the South East games development community, they are home to a number of the largest production studios.

However we are still experiencing a very significant shift in development resources emigrating overseas to Canada and certain parts of the Far East (such as Shanghai). These areas have attracted top tier developers so candidates have opportunities to work on their biggest IPs in these regions.

And what roles have the most opportunities at the moment?

Coders are continually in demand, although it should be clearly noted that this mainly relates to specific programmers of a certain technical discipline such as graphics, physics or networking.

Art is still on the rise as the mainstream consoles make those demands with more complex and detailed worlds and characters, especially environment artists. Companies don't have enough people to make in-world props, anything from a tower block to a lamp post, for such environments to reach the bar set by the likes of *Fable 2*, *Heavenly Sword* and *GTA4*.

Artists looking for a break into the industry may find good opportunities with outsource houses that assist companies with their environment art.

What about work with graduates?

Advising graduates is one the most satisfying parts of our role and definitely an area that the industry needs to develop further. In our view there needs to be a continued collaborative effort between the industry and educational institutions to work together to make improvements in this area and provide the specific training that graduates need in order to be able to hit the ground running, become effective team members and be able to add immediate value to a project upon completion of their studies. There is an enormous amount of talent out there and we are working closely with our clients and with this talent pool to ensure they are retained and developed in this country.

Amiqus Games provides a comprehensive range of recruitment solutions to games industry studios and publishers. We recruit for all disciplines of development including Production, Programming, Art, Design and Test. In publishing we provide Sales & Marketing professionals at all salary bands.

Don't take our word for it...

We have preferred supplier agreements with many leading games companies. If you're looking to move jobs, we have a number of exclusive agreements in place which means that coming to us you have access to all clients who may want to recruit your skills – even those who are not advertising their vacancies.

Our video games client portfolio ranges from small studios and publishers to internationally known blue chip organisations, a range of which are illustrated below.

Testimonials

"At every stage of helping me find a job, **Amiqus went that extra mile in preparing me, encouraging me and negotiating on my behalf**. It was superlative service and they have earned my trust. If I ever return to the job market Amiqus' will be the first number I call."

Lee Brimmicombe-Wood, Chief Game Designer, Codemasters

"The team are consummate professionals. **I have always been impressed by their recruiting and sourcing skills, open and honest approach plus their ability to put candidates at ease**. They are passionate recruiters who know the games business inside out."

Matthew Jeffery, Head of Global Talent Brand, Electronic Arts

"Amiqus has a fantastic understanding of our business needs. The team make sure we have up to date data on salary expectations – and they do **incredible work behind the scenes to give confidence to potential candidates** that we are the move they need to make."

Gary Carr, Studio Head, Lionhead Studios

"Amiqus understand our business drivers and our roles, along with the right person fit for our organisation. **The team's technical understanding is an enormous benefit as they do not just administer the process – they add real value to it and manage it.** The Amiqus team works for us on hiring needs when we are active and assists us in other ways, even when we don't have hires to make. It is a true partnership."

Kelly Murrell, HR Consultant, Microsoft Game Studios

"We have worked closely with Amiqus since 2002 and we consider it to be a trusted recruitment partner. Its consultants are helpful, proactive and knowledgeable about the games industry. **Amiqus can always be relied upon to select appropriate, quality candidates for us**. The team have placed games specialists with us across all disciplines and have enabled us to successfully grow our operations in the North West."

Michelle Langdon, Bizarre Creations

"Amiqus always ensure they take a full briefing and meet with the hiring managers to have a complete understanding of the position. This ensures that every candidate Amiqus proposes is appropriate for the role. The team then liaise with suitable candidates and make sure they fully understand the business they will be joining. **Amiqus' expertise in recruitment allows me to concentrate on my job**, safe in the knowledge that they are working hard to find the right people for my team."

Simon Prytherch, CEO, Lightning Fish Games

"Amiqus assists Codemasters with a best practice-led, high quality recruitment service, with a **thorough understanding of our hiring needs, deeper proactive sourcing and quality candidate provision**. They professionally complement our internal resourcing team, enabling us to reach our business goals in the Leamington Spa and Guildford studios."

Simon Miles, Talent Search and Selection Officer, Codemasters

Gaming. It gets to you.

www.amiqus.com